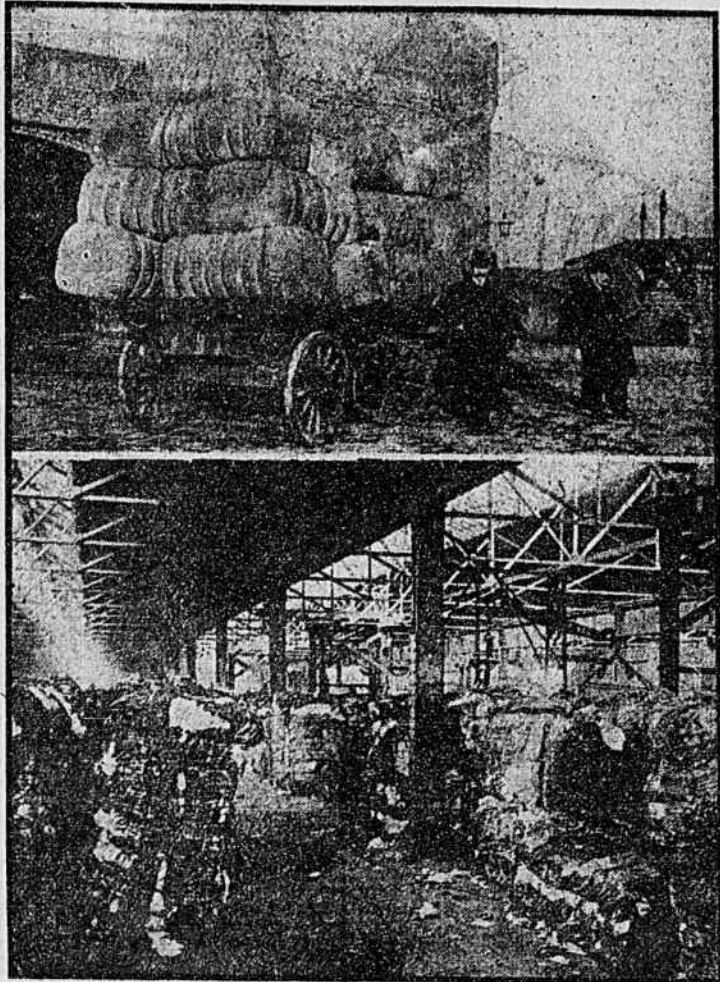


# Uncle Sam, Exporter---How Government is Pushing Sale of American Goods All Over World---Country's Big Business



HOW AMERICAN GOODS ARE PACKED.  
Lower picture—Cotton from New Orleans on dock at Liverpool.  
Upper picture—Cotton from South Africa.

BY FRANK G. CARPENTER

Suppose you had a business which brought in four thousand dollars for every minute of every day and every night for the three hundred working days of the year? Would it not pay to take care of it? Suppose you sold on every one of those days a total of about six million dollars, and in the year something like eighteen hundred millions? Would not you want to increase it?

That is what Uncle Sam is doing as to our foreign trade. His exports in 1908 sold for over one billion eight hundred million dollars. They were almost as much last year, and they will run close to the same amount this. We are among the chief merchants in the great market house of the world. We are still led by Great Britain and Germany, but our foreign trade is rapidly growing, and the day will come when we shall be the biggest traders of the whole world.

This letter will tell you some of the means by which Uncle Sam, Patriarch, is increasing that trade. There are two departments which are especially devoted to it. One is the agricultural branch of the government, which has to do with our crop exports, and the other is the Department of Commerce and Labor, which deals with both manufactures and crops. The crops have always had a large part in the business. The manufactures are of more recent growth, but they are multiplying so rapidly that they promise in time to surpass all that which comes from the soil.

Our Big Industrial Business.

Have you any idea how much our manufacturing business amounts to? I dislike to use figures. They mean so little when they get into the millions. I had an interview not long ago with Mrs. Hetty Green, the richest woman on earth, during which she told me her mind refused to work on anything over \$1,000,000. My mind is stunned by a hundred thousand, and the word billion means nothing but the meddlesome "large." The only way to realize such conceptions is by homely comparisons.

Well, in figures the products we make annually in our factories are worth fifteen or sixteen billions of dollars! They are so many that if every man, woman and child on this big round earth could have an equal share of them the amount held by each would be just \$10. If they were all divided among our own hundred million population each of us would have \$150 worth, and the share of each family would be \$750 or more.

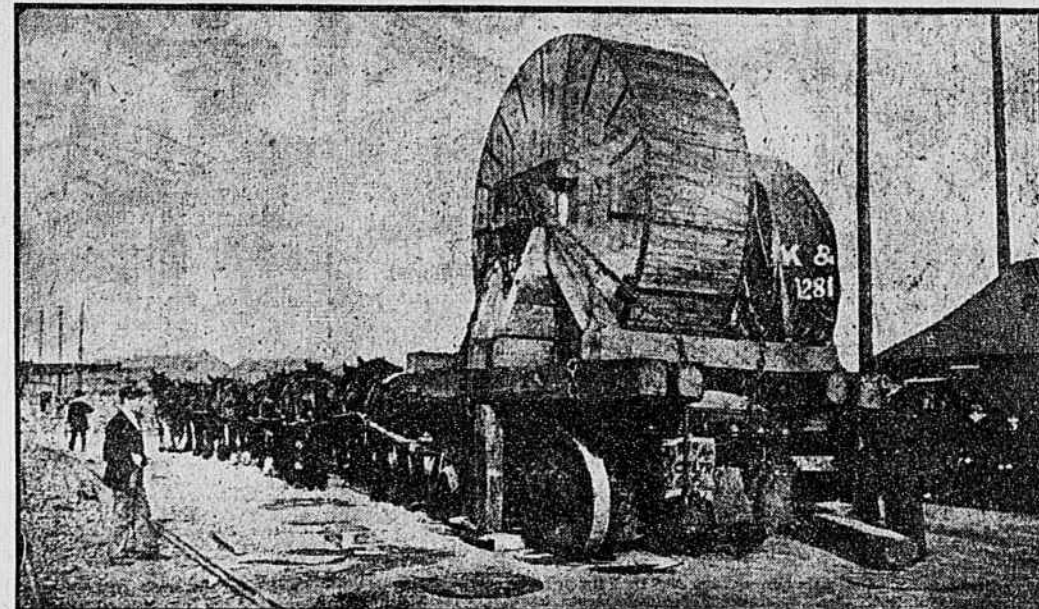
Again, look at the money invested in our manufacturing business! The capital is about equal to the product, and the cost of the materials annually used is somewhere between nine and ten billion dollars. The industries here taken into account are only those confined to the factories, and the men employed in them are five or six hundred thousand. The census divides our great industries into fourteen groups, and of them five are each making products of more than \$1,000,000,000 a year.

Moreover, the amounts are steadily increasing, and we need more foreign trade to keep the hands busy. Our foreign sales already foot up over \$765,000,000, and had we the markets we could easily make it a billion. They now amount to about 45 per cent. of our exports, which is 10 per cent. more than they were in 1900 and over double the amount of our exports of manufactures in the year 1890. Indeed, we are rapidly climbing to the top among the nations which are selling the most goods made by machine and by hand. We now rank third, being only exceeded by Great Britain and Germany.

All this is preliminary to a talk which I have just had with Mr. A. H. Baldwin, the chief of the Bureau of Manufactures of the Department of Commerce and Labor, and of the story of how Uncle Sam is trying to push foreign trade. This bureau was established to collect information as to the openings for American goods and as to where and how the goods should be shipped. It is operated in conjunction with the consular service, and gathers all sorts of information for



AMERICAN GOODS CROSSING THE SAHARA.



OUR ELECTRICAL MACHINERY EN ROUTE TO AN EUROPEAN CUSTOMER.

our manufacturers who would do business abroad. It publishes a daily paper made up of the reports of the consuls as they come in, and has on hand a vast amount of confidential information which it forwards to those factories which can supply foreign needs. This daily is about the only paper published by the United States government. The copy issued this morning now lies before me. It contains twenty pages, and has reports from Japan, China, Germany, England, Australia and Canada. Several pages are devoted to foreign trade opportunities, including the openings for American shoes in Germany, for apples in England and for lard, flour and cottonseed oil at Mediterranean ports. Another page suggests how our vacuum cleaner might be sold in certain European cities, and others report business firms in a number of countries which want certain things, which the factories making them in the United States, if they write to the Bureau can arrange to supply. The paper has also an article on industrial activity in Japan, one on an American bank for China and one on the status of business at the head of the Yukon in Alaska. It describes the openings for our firearms in Asia, the recent discovery of diamonds in Canada and some new features of the street traffic of London. It treats of the solar eclipse, which may be best seen at Oporto, in Portugal, and of how winter apples are selling at Windsor, Ontario. It tells

how public buildings are about to be erected in the new capital of Australia, and urges our architects to send on designs for the houses of Parliament and other great structures. In addition to these there are other articles in this day's copy of the paper. The government issues a journal like this every morning. The publication now amounts to 16,000 copies, and it goes to the Boards of Trade, Chambers of Commerce, and the newspapers all over the country. The most of the articles are republished by the papers, so that the news gets to all who are interested.

Uncle Sam's daily is carefully watched by our foreign competitors, and the exporters of Germany, England and France jump at all of its suggestions of value to them. For this reason the government is not giving the names of foreign business men who make inquiries, but it keeps such addresses and supplies them only confidentially to those of our factories as could make the goods needed. This plan is found to be a profitable one and has led to the sale of many American products. Last year about 1,500 such opportunities were published, and since the bureau began this work, more than 5,000 separate items, each of which requires an opening for the sale of certain machines, have been given to the American manufacturers.

In addition the government is sending out a great deal of confidential information. It has its experts scattered over the world looking up trade

opportunities, and is sending forth confidential suggestions for the special pushing of certain manufactures. Among those recently sent here are some as to warships for the Argentine government, rifles and ammunition for the Serbian government, cold storage openings in Italy, and as to building materials and machinery for Canada. The letters on warships eventually brought orders amounting to \$20,000,000, and other circulars have led to an enormous increase in certain branches of our foreign trade.

I have before me a list of some of these confidential communications which show the recent openings for our goods. A few are as follows: Grain seeds for Argentina, cotton goods for Turkey, corrugated iron for Abyssinia, automobiles for Australia, public works in Siam, machinery and equipment for Mexico, opportunities for American goods in Chile, potato diggers for Scotland and the kind of motor cars wanted for Russia.

Among other confidential circulars are those which describe the demand for artesian wells in Tripoli, bids for irrigation dams at Baghdad, shoes for Algeria, lubricating oil for Bulgaria, sewerage material for Cairo, plows for Siam, steel rails for Ireland, sugar for Tripoli, training vessels for the Chinese government, electric lighting plants for Barbados, lobsters for Russia, peanuts for Germany, zinc machinery for Tasmania, bridges for Guatemala and cotton seed for the Netherlands. These are only a few of several pages of titles. They show the range of the work.

Uncle Sam's Drummers. In talking with the chief of the Bureau of Manufactures, I gathered information as to Uncle Sam's drummers, his traveling commercial agents might be called. In addition to our consuls at the chief cities and ports the world over, the bureau has its own commercial agents who are sent abroad to investigate the markets for special manufactures and to report upon trade conditions. These men are specialists along the line which they investigate. They know all about the industries at home, and what is required for pushing them abroad. They are paid fixed salaries and their traveling expenses, and they devote their entire time to going over the world looking up trade openings for American trade. By the time this letter is published there will be about a dozen of them on the road. There are nine or ten at work now, some in Europe, some in Asia, and some in South America and Australia. Among them are Major J. M. Carson, former chief of the bureau and a trade expert from Seattle who is devoting himself specially to trade between our Pacific coast and the Orient.

Chances for American Cotton. The work done by these special agents is valuable. They send back full information as to how goods should be made for the various markets, and how packed and shipped. W. A. Graham Clark, for instance, has recently returned from South America, where he has been investigating cotton goods, and shows the enormous market which the United States might have there if its manufactures were properly pushed. He reports that the European trade in these goods is increasing, and that it is much greater than that of the United States. In 1900 we shipped to Latin America less than \$8,000,000 worth of cotton piece goods, while the United Kingdom sold something like \$10,000,000 worth that year. The trade of Germany in such goods is more than twice as much as ours, and Italy is selling more to South America than we sell to Central America, the West Indies and the European trade in Great Britain sells more than twice as much cotton goods to Argentina as we sell to the whole of Latin America, and to Argentina and Brazil more cotton than we sell to all the world outside the United States.

Another special agent has just sent in a report on the shoe and leather

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Golden Oak Chamber Suites, in many styles.

Odd Dressers, with Chiffonniers to match, in all woods and finishes.

Brass Beds, \$12.50 up.

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There is wide range for choosing your Dining Suite here, with particularly attractive designs in Early English and Mahogany, together with many styles in Golden Oak.

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Our plea to the furniture buyer is to invest in "Furniture with a future."

This is the sort of Furniture we select and advise you to buy—Furniture whose structural dependability guarantees long life—Furniture that will become a recognized element in the home and draw around it the sentiment that long association influences.

We have a complete and varied line of sterling quality Furniture for Dining Room, Living Room, Library, Bedroom, Parlor, Den. Prices moderate. Terms arranged. You are cordially invited to call.

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Occupies a position of supremacy acquired through unapproachable merit. Our line this season is the largest and most complete we have ever shown. All sizes and all prices.

Wood Heaters, all sizes and styles. Prices begin 98c at Self Feeder, erected complete. Extra special \$14.50

### Maish Comforts and Blankets

Are the world's best. We have a full line of these and other good makes.

Comforts ..... 98c up  
Blankets ..... \$1.25 up

### Ladies' Desks

We have just received a shipment of Ladies' Desks, in new and beautiful golden oak and mahogany effects.

### Direct Action Gas Ranges, Hoosier Kitchen Cabinets

trade in which he shows that our exports of these goods have increased about \$10,000,000 during the past year. Of the shoes \$7,000,000 or \$8,000,000 worth went to Latin America, and more than \$5,000,000 to Mexico.

Trade Lecturers. Congress has made an appropriation of \$60,000 for these commercial travelers this year, and the time will come when the scope of their work will be much wider than it is now. They are doing so much that their number will be increased, and it is the intention of the department to have each of them spend a part of his time in the United States, coming in actual contact with our exporters and manufacturers, and giving them suggestions as to our foreign trade and how to develop it. The experts on cotton will visit the cotton centres, and those on steel will go to the steel mills and steel shippers. It will be the same with every branch of business. Each industry will be told where and how it can ship its goods to the best advantage and the faults which now prevail as to our dealing with foreigners will be pointed out and corrected.

Information as to Packing. Among the important things which the Bureau of Manufactures has been recently doing is the gathering of fresh information as to how goods should be packed. About a year ago a pamphlet of this kind was published, and it created a great deal of comment. Since then I am told that our shipments have been improved, and that something like 80 per cent. of the goods now sent abroad are properly packed. The worst work is that done in the export of raw cotton. The bales are poorly put up; the burlap is torn and a great deal of cotton is wasted. Our consuls say that the Russians, Egyptians and East Indians have much better cotton bales than we have. It is claimed that altogether something like \$20,000,000 worth of damage is lost to railroads through improper packing.

From the consular reports which have recently come I find many comments as to the improvements in packing. Consul-General Mason, at Paris, says our French exports are very much better put up than they have been in the past, but that our packages are often too heavy, and that the goods should be so arranged that they cannot move inside the boxes. Consul-General Skinner, at Hamburg, says that our packing is as good as that of any in the world, and that had packing usually comes from new firms that do not understand the market.

Other consuls, and especially those of Asia and South America, urge that the goods be packed in waterproof boxes or bales, and that they be so fastened that pilfering is not easy. The Chinese consuls say that the knot holes in boxes should be covered by pieces of tin nailed on the inside and that all packages for the interior should be made so that they could be carried on wheelbarrows or by porters.

Animal Transport. Many of the consuls urge the packing of goods in small parcels. In Arabia and Africa much of our exports goes inland on camels, and the ordinary beast will carry only about 400 pounds, so that the boxes should be of 200 pounds, one to fit on each side of a hump. In interior Bolivia American goods are carried on llamas, the loads of which are restricted to 100 pounds, but there the load is fastened upon the back so that there can be that much in one package. A donkey will carry from 50 to 100 pounds, a mule about 200 pounds, while from 30 to 75 pounds is a good load for a man, if he has to make a long journey. In Siberia all boxes which weigh over 500 pounds should be fitted with skids, as there is no way of handling freight in the eastern part of that country, and the marks on the packages should be English and Russian, metallic paint being used.

In my talk with Mr. Baldwin he referred to the Trade Directory which has just been issued by his bureau. This is a volume as big as a dictionary which contains the names of 125,000 business men in the leading cities and ports outside the United States. These names have been sent in by the consuls and they should be of value to all those who sell goods abroad. The book is for sale for that, which was about the cost of publication.

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### Madam—

Here is one of the cows which supplies milk to your neighbors—the people who use Van Camp's.

This cow won the Van Camp cup, which we offered to encourage the breeding of high-grade cows. Milk from such cows, fed in America's best dairying sections, will cost you less than any milk you get from mongrel cows.

And it comes to you pasteurized—free from germs. It is the finest milk which this country produces—the equal of any Swiss milk.

### Thick as Cream

Right at the dairy, in a moderate heat, we evaporate two-thirds of the water. This is done in a copper vacuum, in the cleanest sort of way.

We add nothing whatever to the milk. We take out nothing but water. Use it as it comes to you and you have thick cream—28 per cent solids, 8 per cent butter fat. Put back the water and you have fresh, rich milk, just as it came from the cow, save for the sterilization.

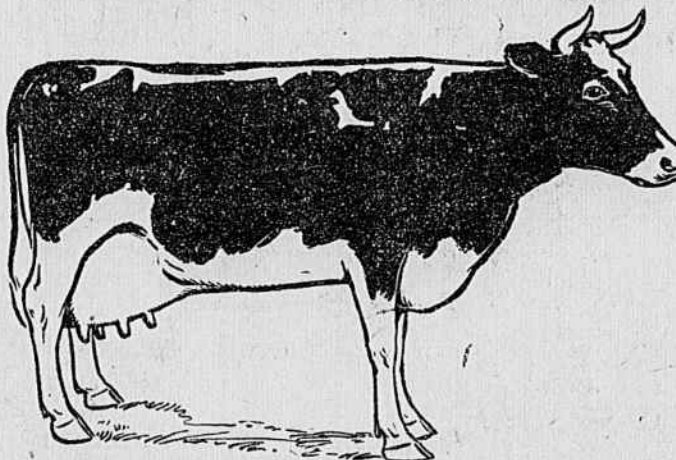
### Rich Milk Dishes

Van Camp's Milk, used in cooking, produces superlative dishes. The flavor is such as you never get in any milkman's milk. It is the flavor of whole, rich milk.

Milkman's milk separates. Milk dipped from a

## Milk Fresh From These Cup-Winning Cows

Costs Less Than Your Milkman's Milk



It means for all table uses to have milk free from germs.

You can buy, if you wish, a month's supply at a time. Then you have milk and cream for any purpose—all you want at any time. You have none left over—none to waste—for the opened can keeps till you use it up.

And the milk, remember, is the finest milk that high-bred cows produce. It is always the same.

### Milk Bills Cut in Two

The curious fact is that this ideal milk costs less than milkman's milk. We save you the cost of the daily delivery, which means about 4 cents per quart. And we save you all the waste. The use of Van Camp's, in most homes, cuts milk bills right in two.

We milk 30,000 cows daily to supply folks who want this milk. And no people in the world get better milk than they get every day.

can is never whole-milk. By the time it gets to your cooking it is rarely more than a half-milk. So many people never know what rich milk dishes whole-milk makes. You will know when you use Van Camp's.

### Utterly Germless

This milk is pasteurized, as all milk should be. There's not a germ of any kind in it. Think what

The 16-oz. can—a full pint of Van Camp's—costs 10 cents. The 6-oz. can costs 5 cents. That's with two-thirds of the water evaporated. Your grocer gets it direct from our nearest dairy.



Van Camp Packing Co.  
Indianapolis, Ind.

**Van Camp's Milk**  
Evaporated—Sterilized—Unsweetened

(178)

### To the Dyspeptic and those Suffering from Diseases of the Stomach and Intestines.

When the digestive organs are weakened or impaired one or more (not all) of the following symptoms arise: indigestion, flatulence, acidity, dyspepsia, vomiting, intestinal pains, jaundice, burning pains in stomach, headache, dizziness, constipation, colic, general depression, aversion to eating, loss of sleep, nervousness, etc. In all such cases relief is at once afforded by

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A safe and absolutely harmless remedy prepared by Saliz de Carlos, a physician and pharmacist of undoubted standing in Europe. STOMALIX relieves pain, aids digestion, stimulates the appetite, and tones the entire system. It restores the digestive functions to their normal power, so that they may perform their work unaided. STOMALIX is invaluable to brain workers, increases the capacity for effort, cures all ailments of children, benefits the youthful and aged, and is absolutely harmless. For Sale by all Druggists.

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